Newspapers by ancestry
https://www.newspapers.com/image/1221869972/
The Globe and Mail (Toronto, Ontario, Canada) · Thu, Apr 7, 1994 · Page 27
Downloaded on Feb 7, 2026



# March vehicle sales wrap up solid quarter

## 12% gain in year suggests five-year slide will be reversed

BY TIMOTHY PRITCHARD
Auto Industry Reporter

Canadian purchases of new vehicles rose 8.5 per cent in March, clinching a solid 12-per-cent gain for the first quarter of the year.

Higher interest rates and other economic uncertainties, if they become entrenched, could dampen spending. But for now, 1994 still looks to be the year that a five-year slide in sales will be reversed.

Consumers probably won't turn cautious for a month or two, awaiting evidence of dimmer prospects, said Dennis DesRosiers, a Toronto-based industry analyst.

Loss of consumer confidence is a threat, he said, but a vehicle fleet that is aging is another important reality. "Most of the current buyers don't have a choice — their need is overwhelming."

The first upticks in interest rates often hasten purchases, he added. "And financing methods are so sophisticated now that an interest rate change may not have much price impact."

The 8.5-per-cent advance in March was well below the 15-per-cent gain posted for January and February. But the percentage leap in those first two months was against early 1993 sales that were the lowest in more than a decade.

Among the Big Three auto makers, **General Motors of Canada Ltd.** turned in the strongest performance last month, with a 20-per-cent gain — 13 per cent for cars and 34 per cent for trucks.

For the first quarter, GM Canada also led the Big Three, with deliveries that were 21.4 per cent ahead of its 1993 pace — almost 19 per cent for cars and 26 per cent for trucks.

**Ford Motor Co. of Canada Ltd.** posted a 10-per-cent increase in March, with cars up 7 per cent and trucks by more than 13 per cent.

During the quarter, almost 19 per cent more Fords were sold than a year ago — 11 per cent more cars and 29 per cent more trucks.

The March increase for **Chrysler Canada Ltd.** was under 7 per cent, with car sales up almost 8 per cent and trucks up by 5.4 per cent. But deliveries of almost 14,500 trucks, including minivans, made March a record truck month.

And for the first quarter of the year, Chrysler has regained the No. 2 spot in domestic sales from Ford, a position Chrysler held early last year but relinquished in the second half.

Several other auto companies also fared better in March. Sales by **Honda Canada Inc.** were up by more than 7 per cent, while **BMW Canada Inc.** enjoyed a 21.5-per-cent gain and **Mercedes-Benz Canada Inc.** a 43-per-cent sales jump.

Most Japanese marketers are continuing to struggle, though. Toyota Canada Inc., Mazda Canada Inc., Nissan Canada Inc. and, especially, Suzuki Canada Inc. have sold fewer vehicles than they did a year ago.

**Toyota Motor Corp.'s** March sales in the United States rose 16.2 per cent to 103,256 units; **Nissan Motor Co. Ltd.'s** sales climbed 39.9 per cent to 75,588 vehicles; and **Honda Motor Co. Ltd.'s** overall sales rose 28.3 per cent to 67,968 units.

## MARCH AUTO SALES

| Company | Month | Change 94/93 | Year-to-date | Change 94/93 |
|---|---|---|---|---|
| **CARS** | | | | |
| GM | 24,043 | +13.0% | 57,437 | +18.8% |
| Ford | 11,940 | +6.9% | 31,066 | +11.0% |
| Chrysler | 14,616 | +7.8% | 29,247 | +11.0% |
| Honda | 6,928 | +7.4% | 14,822 | +5.5% |
| Toyota | 4,607 | −10.7% | 10,060 | −8.9% |
| Mazda | 3,320 | −8.4% | 7,053 | −13.2% |
| Nissan | 2,630 | −10.0% | 5,134 | −0.6% |
| Volkswagen | 2,372 | −5.8% | 5,368 | −0.3% |
| Hyundai | 1,846 | +0.2% | 4,157 | +6.7% |
| Suzuki | 345 | −69.7% | 941 | −59.3% |
| Subaru | 467 | +13.9% | 1,092 | +14.5% |
| Volvo | 566 | +21.5% | 1,556 | +28.5% |
| BMW | 485 | +37.0% | 978 | +18.0% |
| Mercedes | 403 | +43.4% | 970 | +41.8% |
| Lada | 179 | +45.5% | 460 | +43.8% |
| Jaguar | 65 | +27.5% | 136 | +13.3% |
| TOTAL | 74,812 | +4.8% | 170,495 | +8.7% |
| **TRUCKS** | | | | |
| GM | 15,080 | +34.8% | 35,904 | +25.9% |
| Ford | 12,079 | +13.2% | 28,857 | +28.8% |
| Chrysler | 14,481 | +5.4% | 30,833 | +11.0% |
| Toyota | 1,084 | −16.2% | 3,002 | −7.3% |
| Nissan | 1,852 | +14.1% | 3,459 | +11.0% |
| Mazda | 1,427 | +0.8% | 2,557 | −16.2% |
| Suzuki | 568 | +19.5% | 974 | −1.8% |
| Volkswagen | 120 | −25.0% | 232 | −44.6% |
| Lada | 65 | +75.7% | 186 | +93.8% |
| Land Rover | 9 | −55.5% | 41 | −28.1% |
| TOTAL | 46,564 | +15.1% | 106,045 | +18.3% |
| **TOTALS** | | | | |
| Overall total | 121,376 | +8.5% | 276,540 | +12.2% |
| Big 3 | 82,239 | +13.0% | 213,344 | +17.6% |
| Other | 29,137 | −3.5% | 63,196 | −2.9% |

# Big Three's U.S. sales jump 16.7%

Reuters News Agency

DETROIT — The Big Three auto makers yesterday reported a 16.7-per-cent gain in March vehicle sales in the United States, providing further proof that boom times have returned to the Motor City.

**General Motors Corp., Ford Motor Co.** and **Chrysler Corp.** sold a total of 1,061,608 cars and light trucks in March, up from 909,776 in the same period last year.

Strengthening consumer confidence and better weather sent droves of buyers to dealerships during March to replace their cars and trucks, analysts said.

Chrysler scored the biggest March gain with record monthly sales of 230,386 cars and trucks up 22.6 per cent from a year earlier.

GM's March sales also rose sharply, with car and light truck sales up 16.4 per cent from a year ago to 482,672.

Ford sold a total of 348,550 cars and light trucks in March, up 13.5 per cent from a year earlier.

"This was our sixth straight monthly truck record, and our 11th in 12 months," said Robert Rewey, Ford's group vice-president of North American sales and marketing.

The nine European auto makers that sell vehicles in the U.S. market said their March sales rose a collective 37.7 per cent to 35,171 vehicles.

Rising deliveries of **Volkswagen AG's** new third-generation Golf and Jetta models offset a decline in Audi sales, pushing the German auto maker's U.S. sales for the month up 56.1 per cent to 8,546 vehicles.

Among Japanese auto makers,

# Jitec claims a first with virus-immune computer

BY ALLAN SWIFT
Canadian Press

MONTREAL — A small Montreal computer maker has thrown out the ultimate challenge to hackers: It claims to have invented a virus-immune computer.

The Victoria computer shown to a news conference yesterday has anti-virus safeguards built in, said Benoît Laliberté, the 21-year-old president of Jitec Corp.

The only way to combat computer viruses currently is to buy anti-viral software programs, Mr. Laliberté said.

Because an estimated 24 new viruses are created every day, anti-viral software programs can't keep up with the thousands in circulation, he said.

Mr. Laliberté's virus killer uses a different approach, focusing on "unauthorized activity" within the computer's memory.

Using the Victoria's own integrated hardware, a computer chip called EVAC (electronic virus activity control) finds and kills the virus before it can spread and informs the operator with a screen message.

EVAC needs no updates.

"It is infallible — no virus can enter," said Mr. Laliberté, who founded Jitec in 1986 as a teen-aged computer buff.

Asked how a 30-employee company could create such an invention before the big U.S. or Asian companies, Mr. Laliberté said: "You don't need to be a multinational to have ideas."

A computer virus enters the computer's program through modems or can be contained in a new program. It can be intended as a joke, like the earliest one, detected in 1986.

Viruses paralyze the operation or at least annoy the operator, said Benoît Nepveu, Jitec's vice-president for research and development.

The Victoria computer is compatible with machines made by International Business Machines Corp. It has two models that sell for between $1,300 and $4,000, in the same price and power range as Compaq Computer Corp. and Dell Computer Corp. equipment.

Jitec is buying a factory in suburban St-Hubert, Que., to produce its new generation of bug-free computers. It is advertising for 20 new employees, and Mr. Laliberté expects to hire 100 more in the coming year.

Jitec manufactures 75 to 100 computers a week and sells them through its three Montreal-area computer stores.

The new Victoria will also be sold through other retail outlets. **Safety Network Inc.** of Toronto, which supplies computer distributors, will market Victoria west of Quebec.

## University of Toronto

**Dr. Jon S. Dellandrea**

President J. Robert S. Prichard is pleased to announce the appointment of Dr. Jon S. Dellandrea as Vice-President and Chief Development Officer of the University of Toronto. Dr. Dellandrea will lead the University's fundraising, alumni relations and public affairs initiatives.

He will also serve as President of the University of Toronto Foundation, a Crown agency that enables donors to maximize income tax credits on gifts, and as a professor (status only) in the Faculty of Management.

Dr. Dellandrea brings more than 18 years of institutional advancement experience to the University, most recently as President of the Mount Sinai Hospital Foundation. He was also Vice-President, University Development, at the University of Waterloo, Chief of Staff of the Corporate/Higher Education Task Force on Corporate Funding of Universities and Chair of the Canadian Council for the Advancement of Education.

Holder of a bachelor degree in English literature, and a master and doctor of education specializing in higher education, all from U of T, he is a member of the Research Board of the Samuel Lunenfeld Research Institute.

As Canada's largest university with 53,000 students, 11,000 faculty and staff, an operating budget of $360 million and a research budget of $225 million, the University of Toronto is committed to its role as an internationally significant research university. U of T offers an unparalleled range of undergraduate, graduate and professional programs, including 80 doctoral programs and 14 professional faculties.

## CGC Inc.

Stanley R. Sak

Paul J. Vanderberg

The Board of Directors of CGC Inc. is pleased to announce the following appointments.

Stanley R. Sak is appointed President and Chief Executive Officer, CGC Inc. Paul J. Vanderberg is appointed Executive Vice President and Chief Operating Officer, CGC Inc.

Mr. Sak is also a Vice President of USG Corporation, President and Chief Executive Officer of USG International, Ltd., and has been employed by USG Corporation and the former DONN organization for 16 years.

Mr. Vanderberg most recently served as Director, Market Development and Planning for United States Gypsum Company and has held various management positions at USG Corporation over the past 10 years.

CGC Inc. is a leading Canadian marketer and manufacturer of construction materials for commercial, residential and retail markets.

## GPC Government Policy Consultants

Dr. Jón Johnson, President of GPC Government Policy Consultants, is pleased to announce that Consilium, Québec's premier government relations consulting firm, has merged with GPC to form a new Québec company, *GPC Consilium*.

GPC Consilium joins a GPC network that comprises a staff of over 70 employees in Canada and Europe.

Hon. Rémi Bujold

The Hon. Rémi Bujold, formerly a federal cabinet minister and Chief of Staff to the Premier of Québec, Robert Bourassa, founded Consilium in 1991 and quickly established the firm as the most expert and professional public policy and government relations consulting company in the province. He will become Vice-Chairman of GPC and President of GPC Consilium.

GPC is the first public affairs firm in Canada to establish offices in all of the country's major centres of government. GPC now offers public policy, government relations and strategic communications consulting services from offices in Ottawa, Québec City, Toronto, Edmonton and Victoria, and through its associates in Washington, D.C. GPC is the only Canadian-owned firm of its kind operating in Europe, with offices in London and Brussels.

GAIL FAYERMAN
Director of Diploma in Accountancy



Simonetta Venditelli
Graduate, Diploma in Accountancy

# The bottom line is that Concordia graduate students are tops in a bottom line profession.

Aspiring accountants must first pass the rigorous four-day Uniform Final Examination (U.F.E.), sponsored by the Canadian Institute of Chartered Accountants. Concordia's success in these examinations has been nothing short of phenomenal, its students having convincingly topped the national pass rate five times between 1988 and 1993. In 1992 for example, Concordia's pass rate was 85%; the Canadian average was 53%, Québec's 37%.

This success rate, according to Gail Fayerman, director of the Diploma in Accountancy programme, is the result of "small classes which enable students to get a lot of personal attention from professors who are among the best in their field. Also, our courses evolve quickly to keep up with current developments." That sentiment is echoed by student Simonetta Venditelli, recipient of Québec's second highest grade in last year's U.F.E., who credits her success to "a well-rounded curriculum, and professors who share valuable practical work experience".

And there are other valid reasons Concordia is the right university for so many people: more than 160 undergraduate and graduate programmes with strong reputations in business studies, communications, psychology, fine arts and engineering, a college system offering a personalized approach to education, a friendly atmosphere with professors who are known for their accessibility, a remarkable choice of programmes on a full- and part-time basis and two campuses with a student body truly representative of Montréal's diverse population.

When you consider that Concordia is also known for being in touch with the real world, you can be assured that what you learn here will go farther out there.

Concordia UNIVERSITY

1455 de Maisonneuve Blvd. W.
Montréal (Québec) H3G 1M8
Tel: (514) 848-4970

*Real education for the real world*

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.
Copyright © 2026 Newspapers.com. All Rights Reserved.